

**Testimony and Statement for the Record of Chris Jay Hoofnagle,  
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**Before the House Energy and Commerce Subcommittees on  
Commerce, Trade, and Consumer Protection and  
Communications, Technology, and the Internet**

**Hearing on “Exploring The Offline And Online Collection  
And Use Of Consumer Information”**

**November 19, 2009 | 2123 RHOB**

Dear Chairmen Rush and Boucher and Ranking Members Radanovich and Stearns,

Thank you for holding this hearing on the offline and online collection and use of consumer information.

It is undeniable that the sale of collection, use, and dissemination of personal information is critical to the success of a wide variety of businesses. Databases of demographic, behavioral, and “psychographic” profiles help companies identify new sales leads, new product offerings, retain customers who are likely to churn, manage risk, and importantly, identify people who are not likely to buy, thus making marketing more efficient. These practices help level the playing field among small and large businesses and can promote competition.

It is also undeniable that these practices have profound privacy and consumer protection implications. While much public attention has been focused upon information practices online, for a century similar practices have occurred offline. In some respects, consumers have more privacy rights in the online context than the offline context.

My testimony focuses upon offline collection and use of personal information. Polls conducted in 2005, 2007, and 2009 show that many Americans falsely believe that practices common in the offline data marketplace are illegal. Furthermore, many data practices are opaque to consumers, and in some circumstances, data brokers use “gag clauses” to keep consumers in the dark. Finally, some businesses use techniques to subtly identify individuals and link data to consumers without their knowledge or consent. These activities make consumers unwitting participants in profiling and contravene norms of transparency and fairness.



## 1. Consumer Knowledge of Common Offline Data Practices

In 2005, a team led by Professor Joseph Turow of the University of Pennsylvania's Annenberg School for Communication asked a national sample of Americans about common offline and online privacy practices. They found that, "...many adults who use the internet believe incorrectly that laws prevent online and offline stores from selling their personal information."<sup>1</sup> For instance, 48% incorrectly answered false and 16% "don't know," to the statement, "When I subscribe to a magazine, by law that magazine cannot sell my name to another company unless I give it permission."

In fact, magazine publishers and many other companies can and do sell personal information about customers without statutory protections in place to ensure notice, transparency, choice, or accountability. The enormity of this marketplace is difficult to conceive of. One can start to unravel it by visiting <http://lists.nextmark.com/>. At this website, 60,000 lists of consumer personal information are sold. The sources of data are myriad; they include: public records, phone books, utilities companies, sweepstakes entry forms, magazine and newspaper subscriptions, purchases from infomercials, credit card companies, product warrant cards, and even services like pizza delivery.<sup>2</sup> Many of these lists include highly sensitive personal information, and some describe consumers in a pejorative way.<sup>3</sup>

Jennifer King, my colleague at UC Berkeley, and I were interested in probing whether Californians understood the rules of this marketplace. In 2007, we participated in the Golden Bear Omnibus Survey, a telephone-based survey of a representative sample of California residents conducted by UC Berkeley's Survey Research Center. We asked Californians about default rules for protecting personal information in nine contexts. In six of contexts (pizza delivery, donations to charities, product warranties, product rebates, phone numbers collected at the register, and catalog sales), a majority either didn't know or falsely believed that opt-in rules

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<sup>1</sup> J Turow, L Feldman & K Meltzer, *Open to Exploitation: America's Shoppers Online and Offline*, ANNENBERG PUBLIC POLICY CENTER 10 (2005), [http://repository.upenn.edu/cgi/viewcontent.cgi?article=1035&context=asc\\_papers](http://repository.upenn.edu/cgi/viewcontent.cgi?article=1035&context=asc_papers). Relevant questions from this survey are included as Appendix I.

<sup>2</sup> See e.g., 3 Pica Investigative Reporter 15, June 2005, available at <http://www.pica-association.org/images/6-2005.pdf> and Appendix II.

<sup>3</sup> See examples included in Appendix II.

protected personal information from being sold to others.<sup>4</sup> Only in two contexts—newspaper and magazine subscriptions and sweepstakes competitions—did our sample of Californians understand that personal information collected by the company could be sold to others.

Further analysis of the data showed that those with high privacy concern were much more likely to correctly answer the questions compared with those with low or mid-level privacy concern. This means that the segments of the American population most knowledgeable about privacy are also most likely to support new privacy laws. Conversely, those with a poorer understanding of the rules are more likely to be satisfied with the status quo.

In 2009, we collaborated with Joseph Turow on a national survey of internet-using adults, to better understand their conception of the privacy landscape. We found that respondents on average answered only 1.5 of 5 online laws and 1.7 of the 4 offline laws correctly because they falsely assumed government regulations prohibited the sale of data.<sup>5</sup>

Perhaps these are not surprising findings. Professor Alan Westin has long found that about half of Americans believe that, “Most businesses handle the personal information they collect about consumers in a proper and confidential way.” This suggests that consumers believe that their transactions are confidential; that businesses cannot share details about consumers without informed consent. Confidentiality represents a very high level of information privacy; one that assumes that disclosure harms the data subject even if the confidential fact is not embarrassing. However, consumers rarely enjoy confidentiality guarantees in ordinary transactions.

Understanding the rules of data collection and use is important because current self-regulatory approaches require the consumer to exercise self help to protect privacy. For consumers to exercise a choice, they must know that it is available to them. In many marketplace contexts, however, they believe that the law has already taken a choice, one that guarantees them confidentiality in their transactions.

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<sup>4</sup> These questions are available in Appendix I. CJ Hoofnagle & J King, *Research Report: What Californians Understand About Privacy Offline*, (2008), [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1133075](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1133075).

<sup>5</sup> Relevant questions are available in Appendix I. Joseph Turow et al., *Americans Reject Tailored Advertising and Three Activities that Enable It*, SSRN ELIBRARY (2009), <http://ssrn.com/paper=1478214>.

## 2. Gag Clauses and the Lack of Data Provenance

Recall that Professor Westin has repeatedly found that American consumers believe that businesses handle personal information in a confidential way. In fact, confidentiality is used regularly by data marketing companies. Database companies prohibit their clients from telling consumers how data were acquired, what data were acquired, and what categories the consumer has been placed in. One standard contract of a data broker requires that direct marketing to consumers, "...shall not contain any indication that Client or Client's customers possess any information about the recipient other than name and address..."

Imagine receiving advertising mail for a child or loved one who died,<sup>6</sup> or marketing based upon receiving in vitro treatments that were ultimately ineffective,<sup>7</sup> or targeted advertising based upon a sensitive medical condition.<sup>8</sup> A consumer might ask, "how did I get on this list." Because of these gag clauses, the answer is: "we won't tell you."

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<sup>6</sup> "...The PRC [Privacy Rights Clearinghouse] has received numerous complaints from individuals who have recently experienced the death of their spouse. They continue to receive unsolicited mail addressed to that individual long after the death, and long after the surviving spouse has notified the mailers to stop sending solicitations. We have also been contacted by parents who have lost a baby due to miscarriage or Sudden Infant Death Syndrome, but who are receiving mail solicitations relevant to the infant years after the death (for example, "Now that your child is two, you will want to delight him with ... xyz."). There is no reason why these grieving individuals must continue to receive unsolicited mail, once they have told the mailers to cease. Yet, such instances are not uncommon in the annals of the PRC hotline." Comments of Beth Givens, Executive Director, Privacy Rights Clearinghouse, before the Federal Trade Commission workshop on The Information Marketplace: Merging and Exchanging Consumer Data, Apr. 30, 2001, available at [http://www.privacyrights.org/ar/ftc-info\\_mktpl.htm](http://www.privacyrights.org/ar/ftc-info_mktpl.htm).

<sup>7</sup> Milt Freudenheim, *And You Thought a Prescription Was Private* - *NYTimes.com*, NEW YORK TIMES, August 9, 2009, [http://www.nytimes.com/2009/08/09/business/09privacy.html?\\_r=2&em=&pagewanted=print](http://www.nytimes.com/2009/08/09/business/09privacy.html?_r=2&em=&pagewanted=print).

<sup>8</sup> "Addiction Responders – E-mail, Postal, Telephone: Who is struggling with an addiction to gambling, sex, or food? Who can't "just say no" to drugs, alcohol, or tobacco? Millions of American consumers, and Vente has them. Vente's Addiction Responders file has all the data you need to reach those Americans who suffer with addictions." Vente, Addiction Responders - E-mail, Postal, Telephone, available at <http://lists.venteinc.com/market;jsessionid=F62EC8004ECF547ECD814EB33907C378?page=search/category&id=5720>

These gag clauses prevent transparency and frustrate self help remedies. They further frustrate “data provenance,” the ability to determine from where data was collected and the rules and context governing its collection.

Without data provenance, consumers cannot tell what the original source was for personal information sold about them. This leads to several suboptimal outcomes: lack of data provenance obscures the sale of personal information to scammers. Lack of provenance makes it easier to sell lists where consumers are characterized in pejorative ways. Without provenance, consumers who have some desperate need to stop rediscovery of contact information (for instance, stalking victims or public officials) have no effective way of determining the source that is selling the information. A lack of provenance also makes it easier for companies to make strong privacy guarantees to consumers and illegally sell data to third parties.<sup>9</sup> Consumers have no way of avoiding companies that quietly resell personal information, and thus are robbed of the market opportunity to vote with their feet for more privacy-preserving competitors.

### **3. Enhancement and Data Appends**

Through enhancement, a business can “append” data to personal information that the company already has. For instance, if a retailer collects customers’ phone numbers at the register, several US companies will “enhance” that information with additional data, such as name and address.

Consider this recent example from a California case:

Jessica Pineda visited a store in California owned by Williams-Sonoma Stores, Inc. (the Store) and selected an item to purchase. She then went to the cashier to pay for the item with her credit card. The cashier asked for her zip code, but did not tell her the consequences if she declined to provide the information. Believing that she was required to provide her zip code to complete the transaction, Pineda provided the information. The cashier recorded it into the electronic cash register and then completed the transaction. At the end of the transaction, the Store had Pineda's credit card number, name and zip code recorded in its databases.

After acquiring this information, the Store used customized computer software to perform reverse searches from databases that contain millions of names, e-mail addresses, residential telephone numbers and residential addresses, and are indexed in a manner that

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<sup>9</sup> See e.g., Daniel J. Solove, The Datran Media Case: Information Privacy Due Diligence, Apr, 11, 2006, [http://www.concurringopinions.com/archives/2006/04/the\\_datran\\_medi\\_1.html](http://www.concurringopinions.com/archives/2006/04/the_datran_medi_1.html)

resembles a reverse telephone book. The Store's software then matched Pineda's now-known name, zip code or other personal information with her previously unknown address, thereby giving the Store access to her name and address.”<sup>10</sup>

Through these practices, data companies can identify and attach additional personal information to customer profiles. Data brokers claim that enhancement increases efficiency and that it is a convenient way to connect consumers to businesses they frequent. However, users of enhancement assume that the consumer wants this information to be shared. Instead of simply asking the consumer for information, they use techniques unfamiliar to consumers to elicit it.

I believe that this is unfair to consumers. Enhancement generally occurs without notice to consumers. It also interferes with a basic privacy strategy: selective revelation. Consumers attempt to protect their privacy by limiting disclosure of personal information, but when businesses use enhancement, any amount of information shared can obviate selective revelation.

## **Conclusion**

In our 2009 survey, consumers expressed great frustration with the existing privacy landscape. Seventy percent wanted companies to be fined more than \$2,500 for information privacy violations. Ninety-two percent wanted a right to delete personal information held by companies. In reality however, consumers have virtually no statutory rights with respect to offline data. This has led to abuses, including the sale of lists to scammers.

Congress should recognize that the sale of personal information about Americans has many benefits for consumers and for commerce. But it should also recognize that these practices must be performed in such a way that respects the consumer. My testimony has revealed several practices in this space that treat the individual as an object. A rights-based framework that promotes transparency and data provenance could address the harms and affronts to dignity resulting from the offline sale of personal information.

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<sup>10</sup> *Pineda v. Williams-Sonoma Stores Inc.*, Cal. Ct. App., 4th Dist., No. D054355, certified for publication 10/23/09, available at [www.courtinfo.ca.gov/opinions/documents/D054355.DOC](http://www.courtinfo.ca.gov/opinions/documents/D054355.DOC).

| Questions <sup>11, 12</sup>  | Year | True | False       | DK   |
|--|------|------|-------------|------|
| When I subscribe to a magazine, by law that magazine cannot sell my name to another company unless I give it permission. (N=1500, national, 2005)  | 2005 | 36   | <b>48</b>   | 16   |
| When I subscribe to a newspaper or magazine, the publisher is prohibited from selling my address and phone number to other companies, unless I give them explicit permission. (N=309, California only, 2007)         | 2007 | 46.6 | <b>50.9</b> | 2.5  |
| When you subscribe to a newspaper or magazine by mail or phone, the publisher is not allowed to sell your address and phone number to other companies without your permission. (N=1000, National, 2009)              | 2009 | 36   | <b>49</b>   | 15   |
| When I order a pizza to be delivered to my home, the pizza company is prohibited from selling my address and phone number to other companies, unless I give them explicit permission. (N=341, California only, 2007) | 2007 | 54.7 | <b>39.5</b> | 5.8  |
| When you order a pizza by phone for home delivery, the pizza company is not allowed to sell your address and phone number to other companies without your permission. (N=1000, National, 2009)                       | 2009 | 44   | <b>31</b>   | 25   |
| When I give money to charity, by law that charity cannot sell my name to another charity unless I give it permission (N=1500, National, 2005)  | 2005 | 47   | <b>28</b>   | 25   |
| When I make a donation to a charity, the charity is prohibited from selling my address and phone number to other companies, unless I give them explicit permission. (N=339, California only, 2007)                   | 2007 | 43.6 | <b>42.4</b> | 13.9 |
| When I enter a sweepstakes contest, the sweepstakes company is prohibited from selling my address or phone number to other companies, unless I give them explicit permission. (N=292, California only, 2007)         | 2007 | 42.2 | <b>54.7</b> | 3.1  |
| When you enter a sweepstakes contest, the sweepstakes company is not allowed to sell your address or phone number to other companies without your permission. (N=1000, National, 2009)                               | 2009 | 28   | <b>57</b>   | 15   |

<sup>11</sup> Questions asked in 2005 have a N of 1500, and derive from J Turow, L Feldman & K Meltzer, *Open to Exploitation: America's Shoppers Online and Offline*, ANNENBERG PUBLIC POLICY CENTER 10 (2005), [http://repository.upenn.edu/cgi/viewcontent.cgi?article=1035&context=asc\\_papers](http://repository.upenn.edu/cgi/viewcontent.cgi?article=1035&context=asc_papers). Questions asked in 2007 derive from CJ Hoofnagle & J King, *Research Report: What Californians Understand About Privacy Offline*, (2008), [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1133075](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1133075). Questions asked in 2009 have a N of 1000 and derive from Joseph Turow et al., *Americans Reject Tailored Advertising and Three Activities that Enable It*, SSRN ELIBRARY (2009), <http://ssrn.com/paper=1478214>.

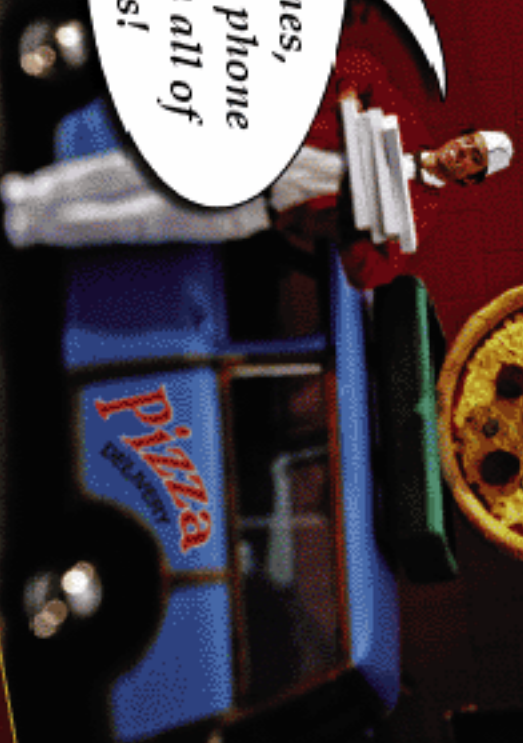
<sup>12</sup> The correct answer appears in **bold**.

Appendix I

|  |      |           |             |      |
|--|------|-----------|-------------|------|
| When I send in a product warranty card, the product manufacturer is prohibited from selling my address or phone number to other companies, unless I give them explicit permission. (N=365, California only, 2007)            | 2007 | 50.3      | <b>38.9</b> | 10.8 |
| When I give my phone number to a store cashier, the store is prohibited from selling my address or phone number to other companies, unless I give them explicit permission. (N=333, California only, 2007)                   | 2007 | 56.9      | <b>38.9</b> | 4.2  |
| When you give your phone number to a store cashier, the store is not allowed to sell your address or phone number to other companies without your permission. (N=1000, National, 2009)                                       | 2009 | 49        | <b>33</b>   | 18   |
| When I complete a form for a rebate on a product, the product manufacturer is prohibited from selling my address and phone number to other companies, unless I give them explicit permission. (N=388, California only, 2007) | 2007 | 50.8      | <b>37.2</b> | 12.1 |
| When I order something from a catalog, the catalog company is prohibited from selling my address and phone number to other companies, unless I give them explicit permission. (N=308, California only, 2007)                 | 2007 | 48.5      | <b>47.9</b> | 3.7  |
| My supermarket is allowed to sell other companies information about what I buy. (N=1500, National, 2005)   | 2005 | <b>36</b> | 36          | 28   |
| When I purchase groceries using a loyalty or club card, the grocery store is prohibited from selling my address and phone number to other companies, unless I give them explicit permission. (N=293, California only, 2007)  | 2007 | 49.8      | 42.6        | 7.6  |

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| COUNTS THROUGH |                            |            |
|----------------|----------------------------|------------|
| 200,000,000    | TOTAL UNIVERSE / BASE RATE | \$150.00/M |
| 200,000,000    | AILMENT SUFFERERS          | \$150.00/M |
| 200,000,000    | UNLIMITED USE              | \$300.00/M |



Here's a brand new database of individuals and households suffering from a wide variety of ailments, diseases, illnesses and medical conditions. The head of the household or the person with the illness has responded to a questionnaire/survey indicating that someone in the household suffers from an ailment.

Selections include Ailment Type, Age, Income, Ethnicity, Gender, Homeownership, Marital Status, Presence of Children and Telephone.

Permission based E-mail addresses are available. (Rates on request)

Please inquire about counts and pricing.

Select by Ailments: (samples) (from \$10/M to \$100/M)

|                  |           |
|------------------|-----------|
| Acid Reflux      | 1,054,900 |
| Acne             | 1,035,100 |
| Acinic Keratosis | 3,161     |

|                         |                         |
|-------------------------|-------------------------|
| POPULARITY:             | 98                      |
| MARKET:                 | CONSUMER                |
| MEDIUM:                 | mail email phone        |
| OPT-IN:                 | LIFESTYLE QUESTIONNAIRE |
| SOURCE:                 | DOMESTIC (US)           |
| GEO:                    |                         |
| SELECTS                 |                         |
| AGE                     | \$10.00/M               |
| ETHNICITY               | \$25.00/M               |
| GENDER/SEX              | \$10.00/M               |
| HOME OWNER              | \$10.00/M               |
| INCOME SELECT           | \$10.00/M               |
| INDIVIDUAL RESPONDER    | \$10.00/M               |
| LENGTH OF RESIDENCE     | \$10.00/M               |
| MAIL RESPONSE           | \$10.00/M               |
| MARITAL STATUS          | \$10.00/M               |
| PHONE NUMBER            | \$50.00/M               |
| PRESENCE OF CHILDREN    | \$10.00/M               |
| SCF                     | \$10.00/M               |
| STATE                   | \$10.00/M               |
| ZIP                     | \$10.00/M               |
| ADDRESSING              |                         |
| KEY CODING              | \$5.00/M                |
| DISKETTE                | \$50.00/F               |
| EMAIL                   | \$50.00/F               |
| P/S LABELS              | \$15.00/M               |
| HIGHLY CORRELATED LISTS |                         |

|                              |            |
|------------------------------|------------|
| ADD/ADHD                     | 322,300    |
| Adrenimer's                  | 176,000    |
| Anemia                       | 6,287      |
| Arthritis                    | 10,340,000 |
| Arthritis-Rheumatoid         | 2,695,000  |
| Asthma                       | 3,663,000  |
| Asthma - Child               | 111,100    |
| Athletes foot                | 90,650     |
| Bad Breath                   | 18,978     |
| Bedwetting                   | 367,950    |
| Bladder Control              | 5,170,000  |
| Blindness /Visual Impairment | 7,692,630  |
| Blood Disorder               | 67,042     |
| Body Odor                    | 7,256      |
| Cancer                       | 633,600    |
| Cancer - Breast              | 156,200    |
| Cancer-Lung                  | 1,572      |
| Cancer-Other                 | 6,083      |
| Cancer-Prostate              | 125,400    |
| Canker Sores                 | 1,760,000  |
| Cardiovascular Disease       | 5,500,000  |
| Cataracts                    | 2,533      |
| Cellulite                    | 23,370     |

|   |
|---|
| AILMENTS & HEALTH CONDITIONS                                  |
| ACTIVE AILMENTS, DISEASES & CONDITIONS - SUFFERERS & PATIENTS |
| MYHEALTHFACTOR - AILMENTS & MEDICATIONS MASTERFILE            |
| AMERICANS WITH AILMENTS                                       |
| MEDICAL AILMENT AND CONDITION POSTAL EMAIL ADDRESS            |
| AAA - AILMENT & ILLNESS SUFFERERS                             |
| ABSOLUTE AILMENT SUFFERERS                                    |
| SURVEY AILMENT AND MEDICAL CONDITION SUFFERERS                |
| CONSUMER LIFE/REND RESPONDENTS                                |
| HEALTH AILMENTS RESPONDERS - E-MAIL, POSTAL, TELEPHONE        |

|                           |           |                              |             |
|---------------------------|-----------|------------------------------|-------------|
| Cerebral Palsy            | 1,121     | Heartburn                    | 3,190,000   |
| Chronic Bronchitis        | 1,540,000 | Hemorrhoids                  | 2,420,000   |
| Chronic Fatigue Syndrome  | 13,433    | Hepatitis C - Acquaintance   | 17,600      |
| Cold Sores                | 3,190,000 | Hepatitis C - Self           | 9,134       |
| Colitis                   | 26,950    | Herpes                       | 3,873       |
| Constipation              | 5,720,000 | High Blood Pressure          | 122,320,000 |
| COPD                      | 451,000   | High Cholesterol             | 14,080,000  |
| Crohn's Disease           | 42,350    | IBS/Irritable Bowel Syndrome | 531,714     |
| Diabetes (total)          | 4,565,000 | Impotence                    | 2,884       |
| Diabetes - Juvenile       | 345,400   | Insomnia                     | 9,020,000   |
| Diabetes Type 1           | 328,350   | Kidney Disease               | 246,400     |
| Diabetes Type 2           | 3,080,000 | Lactose Intolerance          | 13,090,000  |
| Dry Eyes                  | 1,650,000 | Lupus                        | 3,705       |
| Eczema                    | 440,000   | Macular Degeneration         | 372,900     |
| Erectile Dysfunction      | 932,800   | Menopause                    | 517,000     |
| Emphysema                 | 233,200   | Menstrual Cramps/PMS         | 1,127,375   |
| Endometriosis             | 49,033    | Migraines                    | 7,150,000   |
| Epilepsy                  | 164,387   | Morbid Obesity               | 1,430,000   |
| Fibromyalgia              | 6,433     | Multiple Sclerosis           | 149,600     |
| Gastritis/Gastroenteritis | 1,038,400 | Nail Fungus                  | 47,300      |
| Gum Disease               | 594,933   | Neuropathy/Nerve Pain        | 332,200     |
| Headaches - Frequent      | 4,950,000 | Nosebleeds, Frequent         | 256,300     |
| Hearing Difficulty        | 1,980,000 |                              |             |

|                                    |            |
|------------------------------------|------------|
| Osteoporosis                       | 3,300,000  |
| Pain - Arm and Shoulder            | 845,478    |
| Pain - Back                        | 3,630,000  |
| Pain - Chronic Pelvic              | 9,886      |
| Pain - Joint                       | 163,900    |
| Pain - Leg, Hip, Knee, Ankle, Foot | 85,923     |
| Pain - Muscle                      | 202,475    |
| Pain - Total                       | 22,220,000 |
| Pain - Stress & Tension            | 39,664     |
| Parasites                          | 1,486      |
| Parkinson's Disease                | 167,200    |
| Physical Handicap                  | 419,100    |
| Poor Leg Circulation               | 8,533      |
| Prostate - Enlarged                | 1,002,100  |
| Psoriasis                          | 507,100    |
| Puffy Eyes                         | 14,717     |
| Respiratory Ailments               | 8,360,000  |
| Rosacea                            | 4,626      |
| Sensitive Skin                     | 1,672,068  |
| Sexual Dysfunction                 | 14,077     |
| Sinusitis                          | 1,323,832  |
| Skin Rash                          | 1,650,000  |
| Snorring                           | 11,220,000 |

|                          |         |
|--------------------------|---------|
| Spinal Disorders         | 6,699   |
| Spinal Injury            | 271,504 |
| Sports Injury            | 639,730 |
| Tooth Decay              | 18,201  |
| Tumor                    | 4,085   |
| Ulcer                    | 501,600 |
| Urinary Tract Infections | 9,225   |
| Vaginal Infections       | 5,818   |
| Wart                     | 8,671   |
| Wheel Chair              | 188,100 |
| Yeast Infection          | 672,007 |

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| SEGMENTS  |  |  | COUNTS THROUGH 09/30/2009 |
|---|--|--|---------------------------|
| 112,920 TOTAL UNIVERSE / BASE RATE  |  |  | \$100.00/M                |
| 9,627 SEP 2009  |  |  | \$125.00/M                |
| 7,837 AUG 2009  |  |  | \$125.00/M                |
| DESCRIPTION   |  |  |                           |
| Pulse TV ( <a href="http://www.pulsetv.com">www.pulsetv.com</a> ) is an general merchandise retailer that advertises through infomercials. This file is updated monthly with all the new <b>impulsive</b> infomercial credit card buyers. These <b>impulsive</b> infomercial credit card buyers love to buy the newest gadget or product on a <b>impulsive</b> whim. These <b>impulsive</b> infomercial credit card buyers have a very <b>impulsive</b> mindset for buying new products. These <b>impulsive</b> infomercial credit card buyers are constantly watching infomercial TV, checking their mail, and surfing the internet with their credit card in hand ready to buy. |  |  |                           |

|  |  |
|--|--|
|  Preferred Provider |  |
| MARKET:  | CONSUMER   |
| MEDIUM:  |  mail |
| SOURCE:  | BUYERS   |
| GEO:   | DOMESTIC (US)  |
| GENDER:  | 49.7% FEMALE 47.6% MALE  |
| SPENDING:  | \$30.00 AVERAGE ORDER  |
| SELECTS  |  |
| GENDER/SEX   | \$10.00/M  |
| GEO/GEOGRAPHICAL   | \$7.50/M   |
| ADDRESSING   |  |
| KEY CODING   | NOT AVAILABLE  |
| CASS CERT POSTAL   | NO CHARGE  |
| PRESORT  | NO CHARGE  |
| DMA SUPPRESS   | NO CHARGE  |
| EMAIL  | \$65.00/F  |



### ORDERING INSTRUCTIONS

- To order this list, contact your List Broker and ask for NextMark List ID #271500 or [click here to place your request](#).
- 5,000 NAME MINIMUM ORDER \$500.00 MINIMUM PAYMENT
- PLEASE INQUIRE ABOUT NET NAME
- PLEASE INQUIRE ABOUT EXCHANGE
- PLEASE INQUIRE ABOUT REUSE
- TELEMARKETING IS NOT AVAILABLE
- CANCELLATION FEE AT \$150.00/F

[Get More Information](#)

[Get a Price Quote](#)

Any questions? View this [tutorial](#) or email [support@nextmark.com](mailto:support@nextmark.com)

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### Addiction Responders - E-mail, Postal, Telephone

Vente's Masterfile is the industry's largest and most comprehensive compiled database of self-reported online data.

| SECTORS | 141,706 | Postal                  | 149,497  | 114,699 |
|---------|---------|-------------------------|----------|---------|
|         | 77,407  | Phone + Postal          | 114,699  |         |
|         | 55,216  | E-mail (Vente Delivery) | 86,030-0 |         |

**Client Ready**  
Print Version

**Full Text**  
Email Version

**DESCRIPTION**

### Addiction Responders

Who is struggling with an addiction to gambling, sex, or food? Who can't just say "no" to drugs, alcohol, or tobacco?

Millions of American consumers, and Vente has them.

Vente's Addiction Responders file has all the data you need to reach those Americans who suffer with addictions.

With a consumer database of more than 37 million consumers and 7,000 selectable data points, Vente's self-reported data pinpoint prospects purchased by consumers, providing a highly responsive file for e-mail, direct mail, telemarketing and research.

Vente, an Experian company, has the industry's largest and most comprehensive consumer database of self-reported online data, compiled from three reliable sources including online surveys, direct response e-mail marketing and consumers visiting Vente websites.

### Sampling of Selects:

|                  | % Discount |
|------------------|------------|
| Alcoholism       | 0%         |
| Drugs            | 15%        |
| Gambling         | 30%        |
| Sexual addiction | 50%        |
| Tobacco          | 60%        |

### Volume Discounts

|                             | % Discount |
|-----------------------------|------------|
| 0 - 50,000 Records          | 0%         |
| 50,001 - 100,000 Records    | 15%        |
| 101,000 - 250,000 Records   | 30%        |
| 250,000 - 500,000 Records   | 50%        |
| 500,001 - 1,000,000 Records | 60%        |
| Over 1,000,000 Records      | Quote      |

### ADDITIONAL NOTES

Sample mail piece/permanent and final call data required. Prices are subject to change. Full payment is required if you are not a current subscriber. A minimum order of 50,000 records is required. A minimum order of 100,000 records is required for e-mail delivery. E-mail minimum is \$100.00. List owner employs a data cleaning process that includes real-time CSS™ processing, NOCART™ services, phone append and verification, DMA and a number of other proprietary in-house verification and cleansing processes.

### CONTACTS

| NAME        | EMAIL  | PHONE          | FAX |
|-------------|--|----------------|-----|
| Vente Sales | <a href="mailto:info@vente.com">info@vente.com</a> | (877) 899-1490 |     |

### CATEGORIES

- [Vente, Inc.](#)
- [Vente, Inc. > Related Lists](#)
- [Vente, Inc. > Related](#)

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